

Con. 10956-12.

KR-9194

(3 Hours)

[Total Marks : 100]

N.B. : (1) Question No. 1 is **compulsory**.(2) Answer any **four** amongst remaining questions.(3) **All** questions carry **equal** marks.

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| 1. (a) | Differentiate between physical commerce and E-commerce. | 4 |
| (b) | What are advantages and disadvantages of E-Commerce. | 4 |
| (c) | What is scope of Industrial Finance. | 4 |
| (d) | List the different sources of Long term Finance. | 4 |
| (e) | Differentiate between Merger and Takeover. | 4 |
| 2. (a) | What is E-Marketing. | 5 |
| (b) | Describe different types of E-payment systems. | 5 |
| (c) | What is E-CRM and its capabilities. | 5 |
| (d) | Illustrate with an example "Custom Life Cycle". | 5 |
| 3. (a) | Describe the Transition of E-Commerce in India. | 10 |
| (b) | What is Information Technology ACT 2000. | 10 |
| 4. (a) | Discuss the different types of Financial Markets. | 10 |
| (b) | How new securities are issued. | 10 |
| 5. (a) | What are different sources of Long Term Finance. | 10 |
| (b) | Differentiate between equity and preference shares. | 10 |
| 6. (a) | Bring out the importance of working Capital Management. | 5 |
| (b) | What is overtrading. | 5 |
| (c) | What are Current Trends in take overs. | 5 |
| (d) | What are factors affecting exchange rates. | 5 |
| 7. | Write short notes on (any four) :— | 20 |
| (a) | E-Advertising | |
| (b) | E-Branding | |
| (c) | Efficiency of Financial Market | |
| (d) | Management of Costs | |
| (e) | Spot Rates | |
| (f) | Financing of Acquisition. | |
